

## ABSTRACT

A lens drive device is provided which includes a movable lens body having a lens, a drive element for moving the movable lens body in an optical axis direction of the lens, and a fixing body which movably supports the movable lens body in the optical axis direction. The movable lens body has a lens-barrel provided with a lens and a lens-barrel holder which movably supports the lens-barrel in the optical axis direction. The lens-barrel holder is provided with a first magnetic element as the drive element. The fixing body has a second magnetic element as the drive element and a regulating part which regulates a moving range in the optical axis direction of the lens-barrel holder. The movable lens body is moved by a magnetic attractive force or a magnetic repulsive force between the first magnetic element and the second magnetic element.